CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 8, No. 25. TORONTO, JUNE 17th, 1942 $2.00 Per Annum

Ottawa Curbs Movies — Editor

Points Out Differences In USA and Our Policies

"British and Americans Encourage Moviedom as Morale Builder by Priorities and Tax Aids, but Dominion Government is Not Yet on Record."

These words to warm the heart of many a movie man headed a most enlightening article by Wellington Jeffers in the Toronto Globe and Mail of June 9th. Mr. Jeffers is the Financial Editor of that powerful Canadian daily newspaper and his opinions are

(Continued on Page 2)

Harry Law Heads Assoc'd Theatres

The announcement was made this week of the appointment of Harry Law as General Manager of Associated Theatres. It will be the opinion of everyone in the film industry that the job could not have found a better man than good natured, widely respected Harry Law. No one in this busi-

(Continued on Page 3)

Loew's, London, Sale Disputed

Josephine Johnson and other shareholders of Loew's London Theatres Limited, London, Ontario, were granted an injunction in Osgoode Hall, Toronto, which restrains the company from considering, voting upon, passing or confirming the sale of the com-

(Continued on Page 2)

Dates Asked for War Savings Trailer

On or about July 1st, a new War Savings trailer will be offered to all theatres. This trailer, entitled "Five for Four," runs three and one-half minutes and has a boogie-woogie piano score by the famous Albert Ammons and music by the trumpet section of the Cafe swing band of New York.

This trailer is said to be exceptionally good and theatre managers are requested to find a place for it on their programs during the first two weeks in July.

The War Services Committee of the industry finds that it is not always possible to send individual notices to each theatre regarding trailers such as this.

They hope that notices sent through the trade press will be regarded as sufficient.

A Hit at Hitler Via Signboard

At the entrance of the Imperial, Toronto, there's an easel which carries copy for two shorts on the current program. The first short is "Geopolitik," the National Film Board's interesting release in the "Canada Carries On" series. The other is "Talkiing Animals," a Paramount piece.

The "Geopolitik" ad is adorned with a caricature of Hitler and right below it, with the "Talking Animals" copy, is the head of a gorilla.

In a panel near the latter ad are these words:

"Note—A separate picture. Any resemblance between this and the Hitler film is purely coincidental . . . for which we apologize to the animals."

Old Man Ribber, that Tom Daley.

Eckler to Army

Alec Eckler, popular manager of the Broadway, Toronto, has reported to the army and Murray Sasloff has left the Ace Theatre to fill Eckler's shoes for the duration. William Harper of the Broadway staff has taken over the reins at the Ace.

Shael Levy Posted

Shael I. Levy, formerly of Columbia in Toronto and most recently of Warners' publicity department in New York, is in the American air force. He's with the Technical Training Squadron at Miami Beach, Florida.

Theatre Robbed

Thieves forced their way into the Bloordale Theatre, Toronto, and broke open the candy machine. Several other business in the same building were also looted, though little of value was lost.

Council Changes 12.05's Verdict

The National Advisory Council, meeting in Toronto last week, reversed its previous decision requesting that the Wartime Prices and Trade Board, through the director of the Theatre and Film section, R. C. McMullen, ban midnight shows in Canada. The reversal of judgment caused the matter to be left in abeyance, which,

(Continued on Page 2)

Early Closing

The leading stores on Yonge street, Toronto's main thoroughfare and shopping street, have begun an early closing policy. Six p.m. is the limit except Monday and Saturday.

A Pre-Peep at "My Gal Sal"

Canada's leading entertainers, musicians and music company executives shown at a special screening of 20th Century-Fox's big musical, "My Gal Sal." In the crowd are such famed fellows as Bert Niosi, Jack Evans, Jimmy Namaro, Jack Lewis, Joe de Courcey, Erlin Meisner and Al and Bob Harvey.

The gentleman flaunting the sheet music is publisher Gordon V. Thompson. At the other end of the same row is Ed McCauley, sales chief of Robbins Music Corp. in Canada.

The boys walked out with orchestrations and the resolve to play them. Sam Glasier got them together.

CONNORS AND JENKINS JOIN 20th-FOX BOARD

Tom J. Connors and Felix A. Jenkins, secretary of the company, have been elected to the board of directors of 20th Century-Fox. They were added to the old Directorate of 12. Wendell Willkie, chairman, presided.

Film Weekly

Vol. 8, No. 25 June 17th, 1942

HYE BOSSIN, Managing Editor

Address all communications to—The Managing Editor, Canadian Film Weekly, 21 Dundas Square, Toronto, Canada.

Published by Film Publications of Canada, Ltd., 5th Floor, 21 Dundas Square, Toronto, Ont., Canada. Phone ADelaide 4310. Price 5 cents each or $2.00 per year.

Here is a Picture!

Judging from the reams of praise devoted to the American showings of "Mrs. Miniver," MGM has turned out the great story of the war so far. Seeing it screened was a profound experience.

This film of a middle-class English family in wartime is an example of the cinematic science as it should be. Technically constructed in an almost-perfect way, its pace increases imperceptibly from the first until, at the end, you are sharing the rush of events and action with the characters without being aware of the change. Its mechanics are so well-hidden and it moves so effortlessly that there is no consciousness on the part of the auditor of being transported.

Instead of sharing the lives of the leading characters, you become one of them. That is something too rarely accomplished by a motion picture. There isn't a thing they do in the course of the things which beset them that you wouldn't. There is no attempt to win laughter by exaggeration, thrills by theatrics or sympathy by thick sentiment. The characters are not placed in an outlandish situation. In that way it's the story of everybody and anybody who lives under Democracy. Because of these things it's as downright human a film as the screen has ever seen.

Who could ask more of a moving picture?

Battlecry of Democracy

Greer Garson, as Mrs. Miniver, gives a performance that will be long remembered and Walter Pidgeon, the Canadian actor from St. John, provides a rare characterization.

But the words of Herbert Wilcoxon, as the clergyman addressing his flock in the bomb-wrecked church, are at once a credo and battlecry of Democracy:

"We, in this quiet corner of England, have suffered the loss of friends very dear to us. Some—close to this church. George West, choir boy. James Ballard, station master and bell ringer, and the proud winner, only an hour before his death, of the Beldon Cup for his beautiful Miniver Rose. And our hearts go out in sympathy to the families who share the cruel loss of a young girl who was married at this altar only two weeks ago. The homes of many of us have been destroyed and the lives of young and old have been taken. There is scarcely a household that hasn't been struck to the heart. And why? Surely you must have asked yourselves this question. Why, in all conscience, should these be the ones to suffer? Children, old people, a young girl at the height of her loveliness. Why these? Are these our soldiers? Are these our fighters? Why should they be sacrificed? I shall tell you why. Because this is not only a war of soldiers in uniform, it is a war of the people—of all the people—and it must be fought, not only on the battlefield, but in the cities and in the villages, in the factories and on the farms, in the home and in the heart of every man, woman and child who loves freedom! Well, we have buried our dead but we shall not forget them. Instead, they will inspire us with an unbreakable determination to free ourselves and those who come after us from the tyranny and terror that threatens to strike us down! Fight it, then! Fight it with all that is in us! And may God defend the right."

Canada Hits Films Hardest

(Continued from Page 1)

highly regarded in the business and financial world.

Canadian motion picture people, while providing what is probably the best all-out effort of any industry, have feared to protest too strongly against what they considered excessive measures. The main reason, of course, is the fear that demagogues would claim that the war was not the first thing in their minds.

Mr. Jeffers, as an expert and impartial observer, said what many motion picture executives and patrons have been thinking when he pointed out that Canada was curbing the industry with taxes and price pegs:

"In Canada the encouragement is lacking which is given in the United States with increased admission prices and by less taxation. Here there is a Federal tax on motion pictures of 20 per cent, as against a similar tax in the United States of 10 per cent. In addition, with the single exception of the Province of Ontario, the Provincial governments impose taxes ranging from five to 17 per cent, which are added to the Dominion tax."

"Admission prices in Canada," he points out to the general public, "have been frozen, which means that, regardless of higher operating costs, theatres are not permitted to increase their admission prices over those charged during the basic period of Sept. 15 to Oct. 11. This is not the case in the United States."

Mr. Jeffers suggests that people can easily get the wrong idea of movie earnings because box-office receipts in cities have exceeded the prewar level unless they take into account the migration of workers from rural areas.

"Canadian theatres find generally," he writes further, "that in many communities, the point has been reached where the total cost of entertainment, including taxes, cannot be increased without a serious falling off in attendance. This would mean a loss of revenue both for the Government and the industry, and the industry cannot therefore do as good a job as greater resources would permit."

Film men feel somewhat vindicated as a result of Mr. Jeffers observations.They have looked at the American film scene, in which the industry gets every consideration, and noted that England gives first priorities for the rebuilding of wrecked theatres. Ottawa, so far, just keeps asking for things.

(The complete article by Mr. Jeffers can be found on page 5.)

Loew's, London, Sale Disputed

(Continued from Page 1)

pany's assets.

The board of directors of the company, at a meeting held on May 20th, had appointed the Midland Securities Limited as exclusive agent for continuing negotiations for such sale at a suggested price of $250,000, less five per cent commission, subject to the approval of the shareholders. At past shareholders' meetings dissatisfaction arose at the low net profits and instruction to the board to canvass the situation led to the offer of sale.

A meeting of the shareholders was to have been held in Toronto on June 12th. It was intended that the sale be the chief subject of the meeting but the injunction would prevent any discussion or action of this nature.

If the sale resulted, preferred shareholders would receive seven dollars per share and common shares would bring nothing. The preferred shareholders are entitled to ten dollars per share before holders of common stock are reimbursed in any way. The matter of legal fees, etc. makes it apparent that the latter would get no benefits.

Josephine Johnson and others do not consider the sale advantageous and were successful in obtaining the injunction through their legal representative, R. L. Kellock, K.C. R. G. Ivey, K.C. acted for the defendants.

The matter goes to trial.

Silent Star Dead

Orma Hawley, former motion picture actress, who played 300 roles in the silent days, died in Rome, New York last week.

Russia Busy Making Films

Although locked in a life and death struggle with Germany, the Russians are so far from demoralization that they still talk in terms of motion pictures.

Gregor Irsky, chief engineer of motion pictures in the USSR has been in the United States since last August throughout the staggering defeats followed by heart-warming victories, purchasing much needed film materials for the Russian services.

"We want to buy all kinds of equipment for military purposes and for our theatres. Our aim is to send a complete movie unit into every Army regiment," he said. Already a large number of regiments are fully equipped with their own cameramen and materials, he reported.

Irsky emphasized the need for his country's purchase of American film equipment in large quantities, by pointing out that during the war against Germany, Russian cameraman had taken 400,000 feet of motion pictures at the front and 100 newsreels had been released. He reported that 150 studio cameramen were in the front lines, fighting and filming war pictures. In addition, he said, Russian studios have turned out since June 22, 1941, 150 shorts and 15 features on war subjects for the training of the army and civilians. A number of plants, studios and laboratories were exacuated from danger zones and re-established, in new localities inland, within two or three months after the Nazis invaded Russia.

Soviet productions currently in work, he said, include "Ivan the Terrible," "The Heroic Defense of Moscow," "The Brave Soldier — Schveik" and "Heroic Leningrad."

Ten years ago, according to Irsky, Russia had about 20,000 theatres with only 2 or 3 per cent equipped for sound. Today, there are close to 40,000 film houses of which 80 per cent have sound installations. The average number of prints made from each new film is from 500 to 1,000.

In Moscow there is a studio which turns out films for children exclusively and another devoted entirely to producing a newsreel every three days. There are 25 local studios throughout the country which make special films pertaining to their individual countries and which distribute on an average of one a week.

Complete Theatre Equipment and Supplies
COLEMAN ELECTRIC CO.
258 VICTORIA ST.,
Toronto, Ont.

About a Man You All Know

It's always a pleasure to run into Lieut.-Col. John A. Cooper, chairman of the board of the Canadian Motion Picture Distributors Association—even the first thing in the morning. It would seem that a gentleman with that accumulation of titular terminology would be hard to approach. T'ain't so. The Colonel—as he is referred to generally in the celluloid hawkshops—still retains his military mien but the ability to break through some gentle-and-sober-faced jollying is all you need. From then on he digs into his vast store of knowledge of the business for the facts you want. No high-and-mighty attitude there. No nonsense from you, either.

Lieut.-Col John A. Cooper

I encountered the Colonel first thing in the other morning adorning a private little panel in the Toronto Globe and Mail. The one that super-patriot and one-man war effort, J. J. Carrick, gets up. You've seen it. It's usually filled with witty wordage and heartily patriotic sentiment.

Mr. Carrick, formerly a member of the House of Commons, inserts these sketches at his own expense of people he considers worthy of public attention under the heading: "Let's Get It Done." There you have the reason for them. They're used to help the various causes. Mr. Carrick has sold an endless number of bonds, certificates, etc. So far he has collected more than 250,000 books for the boys in the services.

That Mr. Carrick, who is a stockbroker, is a smart man about print. He knows that mostly people want to know about people. That's how he lures the reader into his patriotic scheme of things.

Though he calls it his "Rogues' Gallery" he has a waiting list of cabinet ministers and other leaders who are anxious to be presented by Mr. Carrick in his own interesting way.

But About the Colonel . . .

Mr. Carrick introduced Lieut.-Col. Cooper with a photograph and these immortal words of Milton from "Paradise Regained": **"Athens, the eye of Greece, mother of the Arts and eloquence."**

Then goes on to say about The Colonel and a certain occasion:

"Big night—last Friday—for some of us Old Boys. We took our Tux out of the moth balls.

"Hart House Reunion Dinner of Toronto University graduates in Arts was a notable feast of lofty and impassioned eloquence. President Cody & Principal Wallace—great orators—spoke on behalf of the Faculty, and Colonel John A. Cooper was the Demosthenes for the graduates.

"The occasion was especially marked by Reunion of Old Boys & Girls of the Classes of 92 & 97—50 and 45 years ago to you. Jack Cooper graduated half-a-centutry ago. But he's just a young fellow yet, as sprightly and full of pep as in the days when we attended our Alma Mater.

"Jack, an old warrior, closed his address with an appeal to the younger graduates in the words of Dr. John McRae's Flanders Fields:

"Take up our quarrel with the foe,
To you from falling hands
We throw the torch
Be yours to hold it high."

"P.S. As we strolled thro' the University Library, I was just itching to back up a truck and kidnap Books For The Boys."

Thank you, Mr. Carrick.

* * *

Notes

Syd Taube became a grandpappy last week—a daughter of his daughter, Bernice Taube Zacks. The cigars were good. Son Irwin just hopped to Halifax via plane. They do things right, those Taubes . . . Jack Melzer of Premier is away from his desk with a bad back . . . Film men put on a nice 16 mm. display of posters and equipment at the National Manufacturers Association convention at the Royal York

Harry Law Heads Assoc'd Theatres

(Continued from Page 1)

ness could have been selected who commands the confidence of exhibitors throughout Ontario to a greater degree than he does. Few, if any, have had a greater background of experience, all of it gained in the province in which Associated Theatres operate.

Harry Law's introduction to the film business took place away back when he joined the Dominion Film Exchange, later to go to General Film Company where he remained for six years. He then joined Universal and under Clair Hague acted as Branch Manager of the Toronto exchange for ten years. He resigned from Universal to become Assistant General Manager of Associated Theatres, in which duties he was in close contact with more than sixty exhibitors by supervising the booking of their theatres. Harry resigned to go with Warner Brothers where he remained for 8½ years as Ontario Sales Representative. Recently he teamed once more with Harry Painter in the sales of Republic Pictures and now returns to Associated as head man for that group of Independent theatre owners.

The best wishes of all who know Harry Law go with him into his new job. It is a job for which he is ideally fitted by his long association with film distribution and the many friendships that have grown stronger through the years.

IATSE Reelects Walsh' Covert

Richard F. Walsh, president of the IATSE, which union controls most of the continent's projectionists and stagehands, was re-elected to office together with his slate at the Columbus, Ohio, convention of the organization. Walsh received 644 of the 973 votes cast. The rest were divided between the other two candidates.

Two Canadians found important places. William P. Covert of Toronto, vice-president for Canada, was elected second-vice president of the IATSE with 599 votes to the 367 received by his opponent, Archie Prentice. Edward L. Turner was named delegate to the Dominion Trades and Labor Council.

Walsh succeeded George Brown, who, together with Willie Bioff, was sent to jail of extortion charges involving the studios. It appeared before the elections that some issue would be made of Walsh's lack of opposition to Brown and Bioff during their regime but this apparently faded out.

Digest of Reviews

Vitagraph

SPY SHIP

Payoff: No names but plenty of spies, patriots and shooting.

What Goes On: The story is obviously based on the woman flyer who was sent to jail by Uncle Sam a while back for aiding the Nazis. An interned ship is the hideout for the fifth columnists she hangs out with and when news of the Pearl Harbour raid comes in they try to escape with it. A newspaperman foils it while winning the traitorous flyer's sister, who is a patriot.

Sizeup: Just another picture out of the hopper. The players are Irene Manning, Craig Stevens, Maris Wrixon, Michael Ames and some others.

Columbia

SUBMARINE RAIDER

Payoff: The USA submarine vs. Jap aircraft carrier duel in this picture, which fortunately occupies most of the footage, captures a maximum of interest. Which gives it a high rating in the Pearl Harbor film league.

What Goes On: A Yankee sub, commanded by John Howard, is in the Pacific when the Japs move to the attack. Prevented from warning the forces by Jap radio manipulation, it goes after and gets a carrier.

Sizeup: The love stuff is wisely omitted, though there's some stock FBI vs. fifth columnist stuff—but not enough to get in the way. Marguerite Chapman is the only survivor of a Jap torpedo and machine-gunning.

Regal

SUNDAY PUNCH

Payoff: Packs plenty of punch, a fair amount of laughs and an interesting, if not unfamiliar, story. It's cast solidly with a host of known and popular players. It's a healthy B.

What Goes On: Sam Levene is the trainer who tells the story which the camera takes over and gives back to him at the finish. William Lundigan is the medical student turned pug to get rich quickly. Jean Rogers, as a would-be golddigger reformed by her love for Lundigan, pleases. Dan Dailey, Jr. is the janitor-turned-fighter for love of Jean. Lundigan and Dailey, the best of friends, fight it out in the ring for a crack at the champ—and for several other good reasons prescribed by the script.

Sizeup: The best acting performance is that of Dan Dailey, Jr. as the smitten Swede. By stocking the job with such players as Guy Kibbee, J. Carrol Naish, Connie Gilchrist, Leo Gorcey and Rags Ragland MGM has managed to turn out a worthwhile screen venture.

Vitagraph

LADY GANGSTER

Payoff: A filler meller about a tough-luck girl who gets tangled up with a bad mob.

What Goes On: Faye Emerson is the gangster's aide who win the interest and support of Frank Wilson, an investigating broadcaster. She knows where the money is hidden but won't tell, this being the chief complication.

Sizeup: Okay for that sort of thing. Julie Bishop, Roland Drew, Ruth Ford and other unknowns work in it.

NFB Wins Biggest Boosts Abroad

The National Film Board comes close to being a victim of the old saying about a prophet being without honor in his own country. That is, the men who are the NFB and the product they are turning out.

Canada is just waking up to a realization of the quality of these men and their work. Reports drifting in from American distributors and the rave reviews of the USA's best magazines and newspapers are beginning to stimulate interests on the home grounds in Canada's crack film makers.

The National Film Board was busy turning out any number of films, from regional pictures to war effort inspiration, in a quiet way and organizing the world's best documentary unit when the USA was drawn into the war. All at once American distributors discovered the existance of a series of war shorts that exceeded anything of a like nature in the United States.

David Coplan of United Artists, who is liaison man between the industry and Ottawa, had been trumpeting NFB accomplishments to the USA executives and trade for a long time and suddenly found himself much in demand. He sold MGM the NFB's "War Clouds in the Pacific," which became a USA sensation, then completed a deal with his own company for the distribution of the shorts throughout the world under the general title of "The World in Action." These were the first shorts handled by UA in a long time.

The backlog of shorts sold in Canada by Columbia as the "Canada Carries On" series and the addition of films made especially for the new series permitted Coplan and the NFB to meet all requirements.

For consistent excellence and as prime examples of film making the NFB's product cannot be touched, a fact that Hollywood agrees to, as witness its Academy award to "Churchill's Island."

But the fact remains that the least appreciation of the NFB's shorts comes from Canada itself. Canadian exhibitors need special selling to use shorts that are almost fought for in the United States and other parts of the world. Canadian newspapers, while running much film news and gossip, devote little space to NFB product — while the USA press uses stills and stories with regularity.

The Federal legislators are also victims of this comparative silence. They keep asking for information about the NFB from the floor of the house. Suddenly waking up to the existence of an organization as powerful and important as the NFB and not being acquainted with its accomplishments through the daily press, they are using their legislative time and rights to learn about it.

Much of this is no doubt due to the fact that the National Film Board is just getting its publicity organized. Its press department is trying to tell the home folks about "Inside Fighting Russia," named by many as the best thing to date done on the subject of Russia's fight; "Ferry Pilot," ready for release, which packs more drama than any full-length feature; and "Inside Fighting China." This last one is being handled by Joris Ivens, famed as a documentary film maker.

The National Film Board staffmen take great pride in their work and are happy that they and John Grierson, their chief, have been vindicated by the current acclaim from across ocean and border.

But they won't be completely happy until they hear the Canadian exhibitor and public hand out that well-deserved cry, "Well done!"

EXHIBITORS BOOKING ASSOCIATION

A thoroughly reliable, tried and proven buying and booking service for Independent Theatre Owners.

•

21 DUNDAS SQUARE
Toronto

Phone: Adelaide 4316 — Frank Meyers, Manager

Canada Curbs Industry – Editor

'British and Americans Encourage Moviedom as Morale Builder by Priorities And Tax Aids,' writes Wellington Jeffers, Financial Editor Of the Toronto Globe and Mail,' But Dominion Government is Not Yet on Record

Reprinted from "Finance at Large," by Wellington Jeffers in The Toronto Globe and Mail

SO far as I recall, the Dominion Government has never recognized publicly, as have the British and United States Governments, that those agencies of entertainment and instruction which add distinctly to the morale of the peoples of the United Nations have a higher value in wartime and deserve more support than in days of peace. This was so well understood in Britain that, despite the shallow early counsels of Colonel Blimps with petrified mentalities, first priority was given for building and other materials for the rebuilding of cinema houses which were bombed out in the Battle of Britain.

Movies Play Great War Role

MENTAL and physical poise are great assets for a people at any time, but most so when called on to endure a long war. One means of preserving "balance" is to permit and encourage avenues of relaxation at times from the all-consuming thought of what war requires and entails. Energies are renovated and renewed in this way, even when the films are also providing a wonderful vehicle by newsreels and special pictures to show just what is being done for the war effort on all industrial and fighting fronts, and by story pictures which express in terms of human interest and romance and striving, what real human beings are doing and suffering in war, and what is at stake.

For instance, Canadians will soon see the Metro release, "Mrs. Miniver." I have not seen it yet, but even hard-boiled critics write about it and speak of it as "the greatest picture since Mr. Chips." It is being presented in the United States now, and their publications speak of it as giving to the people of this continent the chance to see Britain at war from inside the skin of recognizable representative Britons. I have seen with great enthusiasm recently pictures which show the human side of the Russian war, and I will certainly see this one, and hope it will live up to what I expect.

Bringing War Home to Us And Relaxation Too

IN the last war the silent film did a splendid job for the Allies. While it offered relaxation and escape in a time of stress, it did not provide a cubbyhole for the wishful thinker. Nowadays it would be hard for a smug man to retain a shred of complacency at a single moving picture house because some news release or other picture always portrays some aspect of the war. I remember seeing a picture in the last war which gave with fine and eloquent restraint in story form portrayals of the long fight for human freedom in the great wars of history. A young man, sitting behind me, rose as the picture ended and pushed to the aisle, saying aloud—and not knowing he spoke aloud: 'That does it. I am going right out and enlist."

One side of this war service is that the moving picture theatres are well patronized. If they were not, they would be doing a poor job. They would not be interesting their patrons, and that is a necessary preliminary. But the war is raising costs of producing pictures and of distribution. In the United States this has been met by higher prices of admission, coupled with a continued rise of motion picture attendance. The results on morale are worth the higher cost even if it justifies the heading used in The Globe and Mail on this page yesterday: "Movie Harvest Now Sprouting From War Push."

Canada Curbs Industry With Taxes and Price Pegs

IN Canada the encouragement is lacking which is given in the United States by increased admission prices and by less taxation. Here there is a Federal tax on motion pictures of 20 per cent, as against a similar tax in the United States of 10 per cent. In addition, with the single exception of the Province of Ontario, the Provincial Governments impose taxes ranging from 5 to 17 per cent, which are added to the Dominion tax.

Admission prices in Canada have been "frozen," which means that, regardless of higher operating costs, theatres are not permitted to increase their admission prices over those charged during the basic period of Sept. 15 to Oct. 11. This is not the case in the United States.

Movie Crowds in Cities, Less Elsewhere

PEOPLE can easily deceive themselves as to the current earnings of movies. While box office returns have naturally increased above prewar levels in industrial centres with lots of war industries, in towns without war industry, and in many agricultural centres, there is decreased attenattendance because of a migration of workers.

Canadian theatres find generally that, in many Canadian communities, the point has been reached where the total cost of entertainment, including taxes, cannot be increased without a serious falling off in attendance. That would mean a loss of revenue both for the Government and the industry, and the industry cannot therefore do as good a job as greater resources would permit.

"Keep Motion Picture Free"—Roosevelt

THE government of the United States, in spite of the huge sums of money put into circulation through war industry, felt it was in the best interests of the war effort to forego increased taxation on motion picture entertainment. It recognizes the motion picture industry as an "essential" industry, while in Canada there is no such recognition by the Government. President Roosevelt, when last December he appointed Lowell Mellett to the office of Co-ordinator of Government Films, said:

"The motion picture is one of our most effective mediums of informing and entertaining our citizens. The motion picture must remain free in so far as national security will permit. . . ."

"Remain free." So it should, along with the press, the Church and the school, all bulwarks of freedom so long as they, too, are permitted to be free.

Kitchener Mayor Okays 12'05's

Sunday midnight shows in Kitchener are not illegal nor are special permits required, Mayor Meinzinger stated in commented on the Hamilton Police Commission's act in passing a bylaw forbidding such entertainment.

The mayor said the Kitchener Police Commission had no similar power to issue bylaws. "It would have to be drafted by City Council" he said. "The commission carries out the rules and regulations of our by-laws."

Mayor Meinzinger was the only members of the commission available for comment. Judge E. W. Clement and Acting Magistrate H. R. Polson were both out of the city.

"We have had no complaints about the midnight show in Kitchener," said Chief Constable John Hicks. "There is no evidence it is hindering the war effort."

The mayor pointed out, after conferring with City Clerk Charles Lips, that there is nothing in the Municipal Act prohibiting midnight shows on Sundays.

"I have no objection whatever to midnight shows or dances on Sundays," the mayor said. "I feel it would be better if young people were attending midnight shows or respectable dances on Sundays than to be parked in cars on highways or to spend their time in 'dives'."

"No one should interfere with clean entertainment," the mayor continued. "However, Hamilton may have a different problem than ours. As far as I'm concerned there is no objection to Sunday midnight shows here."

Council Changes 12.05's Verdict

(Continued from Page 1)

in effect, means that the old policy will prevail.

When the request for the banning of midnight shows became public knowledge protests arose from many quarters in the Dominion. Many small exhibitors found that the extra show provided the major portion of their weekly profits. Defence areas especially were the best users of the 12.05's, these shows providing needed recreation for workers engaged during the customary times. The need for power conservation was understood to be the original reason but this faded out when it was shown that no steps in this direction have been taken so far.

The premium situation was treated in the same way, though houses not following a giveaway or contest policy may not inaugurate one or the other.

Tom Bragg and Tom Walton were absent from the session due to illness. Henry Nathanson, out of town, was acted for by Leo Devanney.

The Independent members were mainly responsible for the reversal of decision.

Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.

PAUL FROST of the Park, Sarnia, pulled a little stunt that went over in a big way. On Foto-Nite, when the show broke after the first part of the program, an usher appeared on the stage and announced that for some reason Mr. Frost would be unable to appear to conduct the Foto-Nite and Community Sing. While the attention of the audience was directed toward the usher, Mr. Frost appeared at the back of the theatre dressed as a comedy school boy and ran down the aisle crying 'I WANT MY MONEY BACK." On the way down the aisle he distributed a few all day suckers to little tots with their parents, eventually reached the stage to a burst of applause and continued to conduct the proceedings. This went over in a big way and the whole town is still talking about it.

* * *

AL PERLEY of the Kenwood, Toronto, on "Smiling Ghost" had one of his staff dressed as a ghost in front of the theatre, carrying copy reading: "Make this ghost laugh and win a free pass to see the show." P.S. No one made the ghost laugh.

* * *

A HEARTY welcome to Doug Patterson of the Regent, Creighton Mines. Doug is in there pitching hard. We know he'll come Smilin' Through, and we hope to see his name in this column very often. On "The Fleet's In" Doug had heralds printed on rainbow-colored stock. These were delivered to stores in the district and from there enclosed in all outgoing parcels. Small life-savers were hung around the marquee to add to the naval effect.

* * *

STUART SMART of the Capitol, Port Hope, informs us that since general motoring has been cut down, he is concentrating on the home ground and less on the outlying districts, giving special attention to the outside of his theatre. He uses inexpensive cards etc. to stress the selling angle of the picture, such as the Academy Award on "How Green Was My Valley," pointing out the four-week run it had in Toronto, which points of course are not mentioned in any stock advertising.

Ladd Was Overlooked In 'Paper Bullets'

Alan Ladd, the current rage because of his work in Paramount's "This Gun For Hire" appeared in PRC's "Paper Bullets" first. Many new bookings are resulting from Ladd's present status.

PRC is busy delivering the popular Buster Crabbe westerns right now. Another feature due for release soon is "They Rald By Night," in which Lyle Talbot, June Duprez, Victor Varconi, Charles Rogers and George Neise appear.

TOMMY MASCARO of the Capitol, Belleville, who is always in there battling 100 per cent, issued a personal endorsement in the form of an open letter to the newspapers, to everyone in Belleville and vicinity which read as follows: "Never in my twenty-five years' experience as a showman have I been privileged to screen such a gay and heartwarming story as 'On the Sunny Side', featuring Roddy McDowall, the boy who stole your heart in 'How Green Was My Valley.' The film is intensly human and realistic, abounds with laughter, thrills and tears and I willingly stake my reputation as a theatre man, with a money back guarantee, should anyone, young or old, be left unmoved after viewing 'On the Sunny Side.' Sincerely yours," etc. Tommy had several window tie-ups, one with Kresge's, featuring a whole window of "Sunnyside" sundaes.

* * *

BILL CUPPLES of the Grand, Sudbury, well in advance of the feature, "Never Give a Sucker an Even Break," placed a large cut-out in his lobby. A blowup of W. C. Fields, whose nose was a red bulb, flashed on and off. Heralds were widely distributed, using gag copy, "Don't be a sucker. Don't miss this big show etc."

* * *

LES VICARY of the Opera House, Orillia, had several tie-up windows with some merchants the week previous to the showing of "Jungle Book." The staff wore pit helmets with playdates and credits on them.

* * *

ON "Before I Hang" and "White Zombie" Ralph Teide of the Century, Trenton, distributed small cards in advance of the picture. On the card is a magic Zombie circle which, the copy reads, "turns red when you breath on it if your nerves are not in condition to withstand all the thrills, and excitement in store for you when you see 'Before I Hang' and 'White Zombie.' If circle remains black, you are in good condition and will be perfectly fit to see this picture without ill effects." Of course, none of these magic circles ever turn red. Several glaring heads of Bela Lugosi were spotted on the Vitrolite out front.

BOB BROWN of the Vanity, Windsor, along with Ernie Reid, his able assistant manager, have always been tops in producing novel stunts and gags, having contributed many constructive ideas to this column. But according to our information, Bob has excelled in his latest production, and our heartiest congratulations go to Mr. and Mrs. Robert Brown and 7½ lb. Barbara Royanne Brown.

* * *

GEORGE STROUD of the Palace, Hamilton, played host to the Hamilton Naval Cadets at the opening of MGM's "Ship Ahoy," following a parade to the theatre led by the Cadet's 60-piece band playing naval music. Tieup windows in music stores featured recordings by Tommy Dorsey's band, and showed Red Skelton and Eleanor Powell, who appear in the picture.

* * *

THROUGH the medium of this column, Ernie Warren of the Midtown, Toronto, was able to secure the real highlight of his advertising campaign on "The Wolf Man" and "The Mad Doctor of Market Street." This consisted of a large horror head which first saw the light of day in Oshawa under the able hand of Stewart Gillespie. Ernie used this in a street ballyhoo. When not in use on the street, this was mounted on top of the boxoffice and leered down at the passersby, causing much comment. Another large cut-out horror head was mounted on top of the marquee ad illuminated with spots. A special cutout plugging the double horror show was used weeks in advance. The second half of the week was given over to "Variety Week." Heralds were distributed through the Liberty magazine, which also gave the usual Saturday morning radio plug. All readers, scene cuts etc. were gratis. Danforth Radio Co. co-operated on "What's Cooking" by using the song hits from the picture on their outside P.A. system and plugging the picture.

* * *

MAX PHILIPS of the Regent, Sudbury, has set up a revolving display in the lobby, spotlighting stills. Sounds like a mighty snappy idea.

HARLAND RANKIN of the Centre Theatre, Chatham, is tying up with all the Field Days in the City of Chatham, getting them to use tickets as prizes. Tugs-of-war are being arranged among the city schools. Each school has a picked team of eight; two teams compete in front of the theatre each week, the winners being admitted to the show.

For the George Formby picture "On the Beat" a cooperative herald was used.

Special attention is being given to birthday parties at the Centre, the child's name being flashed on the screen with "Happy Birthday."

A Blondie Art Contest is being sponsored for all schools by a local shoe merchant who is donating twenty prizes to the best drawings of Dagwood. The judge is a local sign painter.

Peanut Day was sponsored last Saturday in Chatham with 100 girls selling Planter's peanuts for the Chatham's Kinsmen Club. Haralnd sold the club 100 tickets, which were given to each one of the sales girls for their efforts. Over $600 was raised and Harland was guest at the Kinsmens' luncheon for his efforts. A vote of thanks was given by the president to the management of the Centre Theatre for their kind cooperation.

Weekly stage shows are being promoted at no cost to the theatre. A different band plays each week and passes are given to each player. This is proving quite popular with the Wednesday night audiences. The last band was named "The Boogie Woogie Hot Shots." Harland Rankin acted as M. C. and requested the patrons to further enjoy the orchestra to the fullest extent by dancing in the aisles. Many of the younger set enjoyed this immensely.

The offering of old records for free admission proved quite popular at the Centre Theatre.

Performance Alone

Determines the value of your equipment purchases.

The QUALITY of our installation gives lasting satisfaction and results.

PERKINS ELECTRIC COMPANY LIMITED
277 VICTORIA STREET TORONTO
2027 BLEURY STREET MONTREAL

Universal Has Big Schedule

Universal Studios launched its huge 1942-43 production program today which was announced last week by William A. Scully, vice-president and general sales manager, and includes 55 features, seven Westerns, seven Western reissues, 104 issues of the Universal Newsreel and 13 two-reel name band musicals.

The program was introduced at the company's annual national sales convention at the Waldorf Astoria, New York, attended by all home office and studio executives. Scully revealed that five of the features have been designed as special releases, consisting of two productions from Walter Wanger and one each from Alfred Hitchcock, Howard Hawks and Henry Koster. Two of these productions will be photographed in technicolor, Wanger's "Arabian Nights" and Koster's "Phantom of the Opera," marking Universal's first venture in color photography since it made "King of Jazz."

William A. Senter, Bruce Manning, Dwight Taylor and additional productions from Hawks, Wanger and Koster figure prominently in the regular release schedule. Abbott and Costello are scheduled for three films, Olsen and Johnson are set for a followup to their "Hellzapoppin'" and Deanna Durbin will make two productions.

The Andrews Sisters will have two starring vehicles, both supported with name bands and excellent casts. The pictures will be titled "Give Out Sisters" and "Always a Bridesmaid."

Topping all previous attempts in the horror picture series will be "Frankenstein Meets the Wolf man" with Lon Chaney in the dual role, depicting both characters.

28 USA Stars In Services

To date, Hollywood has contributed 28 stars to the United Nations armed forces. And there are more to go in the near future.

It is not difficult to imagine what the absence from the screen of such names as James Stewart, Ronald Reagan, William Holden, Jeffrey Lynn, George O'Brien, Burgess Meredith (U.S. Army); and Robert Montgomery, Douglas Fairbanks, Jr., Tony Martin, Gene Raymond, Wayne Morris, Richard Barthelemess (U.S. Navy) or Stirling Hayden (U.S. Merchant Marine) will do to boxoffice receipts.

In addition to Laurence Olivier, Richard Greene, David Niven and Leslie Howard who are with the British forces, Tyrone Power, Van Heflin, George Montgomery, and Robert Sterling will soon be donning uniforms.

ASSOCIATED THEATRES LIMITED

A BUYING AND BOOKING SERVICE THAT SAVES SMART SHOWMEN TIME AND MONEY

BECOME A MEMBER!

LET US DO YOUR WORRYING ABOUT PRODUCT AND GUARANTEE YOUR THEATRE GOOD PICTURES NOW AND IN THE FUTURE!

Write or phone me --- I'd like to call on you and explain the advantages ot being a member of our association

HARRY LAW
GENERAL MANAGER
277 VICTORIA STREET
TORONTO

"Birth of a Baby" Given Approval

Endorsation of the film, "The Birth of a Baby," which is to be presented to the public in the near future, was given in Ottawa by Hon. Ian Mackenzie, minister of pensions and national health, whose department is sponsoring the presentation of this educational film at public theatres throughout Canada.

"I have often asserted that one of the main objectives of public health work today is to make it possible for our people to be born well and to live well," said Mr. Mackenzie. "If the lessons to be learned from this film are adequately understood and applied by this generation, it will be an assurance to future Canadians that they have the right to be born well."

"The Birth of a Baby," produced under the direction of the American Committee on Maternal Welfare, and approved as a remarkably fine presentation by such organizations as the Dominion Council of Health, Canadian Welfare Council, Victorian Order of Nurses, Scientific Advisory Committee on Maternal Welfare and the maternal and child hygiene division of the Department of Pensions and National Health, portrays by means of its beautifully told story the joyful experiences of motherhood.

"Birth of a Baby" is being distributed in Canada by Pioneer Films. It received a gala opening in Ottawa last week.

Revivals in New York

Blockade—1938 Spanish war melodrama; H. Fonda, M. Carroll.
Dark Command — 1940 romantic western melodrama; W. Pidgeon, C. Trevor.
Dark Victory — 1939 drama; B. Davis, G. Brent.
Destry Rides Again—1939 comitragic western melodrama; Dietrich & J. Stewart.
History Is Made At Night—1937 melodrama; Boyer, J. Arthur.
If You Could Only Cook — 1936 comedy; J. Arthur, H. Marshall.
Joy of Living—1938 comedy; I. Dunne, D. Fairbanks, Jr.
Let George Do It—1940 comedy; Geo. Formby.
Love From A Stranger—1937 psycopathic melodrama; A. Harding, B. Rathbone.
Plainsman, The — 1937 historical drama; G. Cooper, J. Arthur.
Primrose Path—1940 drama; G. Rogers, J. McCrea.
Road To Glory—1936 war melodrama; F. March, W. Baxter.
Vivacious Lady — 1938 romantic comedy; G. Rogers, J. McCrea.

Snips and Snaps . . .

Birthday Party

SPANNING THREE DECADES OF MAKING MOTION PICTURE HISTORY, Cecil B. DeMille is greeted by William Farnum, star of some of his earliest silents, and Gary Cooper, one of his favorite current top-notchers. Hollywood's founding father who filmed the first feature-length movie thirty years ago in a barn, is being congratulated upon the completion of his 66th production, the Technicolored screen classic, "Reap the Wild Wind."

LOCKHART

GENE LOCKHART — one of the most brilliant character actors of the day — was born in London, Ontario. He appeared with the Kilties Band of Canada at the age of six and in sketches with Beatrice Lillie at fifteen. He has written Broadway shows and songs including "All the World Is Waiting for the Sunrise" and has directed many plays and toured in vaudeville with his wife, Kathleen Lockhart. He played in "Ah, Wilderness" on Broadway for the Theatre Guild. He has appeared in many pictures one of his latest being Warners' "The Gay Sisters" which stars Barbara Stanwyck, George Brent and Geraldine Fitzgerald.

Charmer

Rita Hayworth, as she appears in 20th Century-Fox's great color musical, "My Gal Sal."

SWELL WAY TO LEARN LINES

ALEXIS SMITH and CRAIG STEVENS — two of Hollywood's most promising young players — have hit upon an agreeable way to learn their lines. It works equally well when they are seen in the same picture, or in different ones. Alexis will be seen next in Warners "The Constant Nymph," Craig in "Steel Against the Sky."